

Measure Up – National Obesity Campaign

The Department of Health and Ageing launched the “Measure Up” campaign at the end of last year with a national advertising campaign and website. The campaign encourages patients to ask about the health implications of being overweight or obese, or what their waist measurement means in terms of health risk. The campaign aims to reduce the prevalence of risk factors for chronic disease, limit the incidence and the impact of these diseases and reduce morbidity and mortality rates. It will raise an appreciation of why people need to change their lifestyles and includes supporting information, tips and resources on what to do and how to do it. The campaign emphasises the link between waist measurement and chronic disease and is primarily targeted to 25 to 50 year olds who have children. It is also aimed at a secondary target audience of 45 to 65 year olds. The campaign is part of the Australian Better Health Initiative – a joint Australian, State and Territory Government Program which aims to reduce the prevalence of risk factors for chronic disease, limit the incidence and impact of these diseases and reduce morbidity and mortality rates.